

AMENDMENTS TO THE CLAIMSListing of Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

Claim 1 (Previously Presented). An information displaying system including a server apparatus and an information displaying apparatus capable of accessing said server apparatus, for displaying information corresponding to a geographical location on said information displaying apparatus, comprising:

information displaying means;

display commanding means pre-assigned with a unique identification code for accepting a user's selecting operation and outputting a commanding signal to have said information displaying means display the information when the display commanding means is selected by the user's selecting operation;

first data storing means for storing map drawing element data corresponding to a geographic location;

second data storing means for storing said geographic location and for storing first attribute information so

that said geographic location and said first attribute information correlate with said identification code, wherein said first attribute information is business related information corresponding to said identification code;

third data storing means for storing advertisement data and second attribute information corresponding to said advertisement data;

map drawing command means for accepting said commanding signal sent from said display commanding means, for searching a geographic location corresponding to said identification code pre-assigned to said information displaying means from said second data storing means, searching said map drawing element data corresponding to said searched geographical location from said first data storing means, and controlling said information displaying means to draw map information using said searched map drawing element data; and

advertisement display commanding means for accepting said commanding signal sent from said display commanding means, searching an advertisement data from said third data storing means, and controlling the information displaying means to display advertisement information using said searched advertisement data, wherein

said advertisement display commanding means comprises:

a correspondence determination section for determining a correspondence relationship between said first attribute information and said second attribute information; and

an advertisement searching section for determining said second attribute information corresponding to said commanding signal sent from said display commanding means using said determined correspondence relationship, and searching said advertisement data using said determined second attribute information, and wherein

said information displaying means displays both said map information and said advertisement information at said same display screen, said map information and said advertisement information being generated by said map drawing commanding means and said advertisement display commanding means, respectively.

Claims 2-27 (Canceled).